

How Central Plains Milling Improved Their Customer Facing Website with Market Data APIs



Central Plains Milling (CPM) is Nebraska's premier Livestock Feed Manufacturing Company. CPM is a one-stop-shop for the best feed products, feed services, and forecasts in Nebraska. Their team is driven by perfection in what they do every day, including providing the best service in nutrition products and services for your livestock needs.

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— Rebecca Cusick, CFO at Central Plains Milling

THE PROBLEM

CPM was looking to improve their online appearance by finding a new provider to host their website. While looking for a provider, in addition to reliability, it was necessary to them that they would be able to upgrade their website even more down the line.

THE SOLUTION

In 2008, CPM found that Barchart would be the best provider for them and was one of the very first feed operations to join the Barchart network. The company started out with an updated hosted website from their prior provider. As the years have passed, CPM has continued to update their own website utilizing Barchart OnDemand APIs.

With Barchart's API services, CPM's users are able to stay up-to-date with the latest news, weather, and market information. Barchart also helps CPM with company emails, as well as text and email alerts, making sure that their customers are always in-the-know.

"CPM was in search of a provider that we could not only rely on, but one that truly understood our business and was willing to grow with us," said Rebecca Cusick, CFO at Central Plains Milling. "Barchart truly cared about our journey as a company, tailoring to our specific data requirements and helping us grow every step of the way," added Cusick.

"CPM has been a leader in the feed industry since day one of working with them," said Tyler Bottoms, Client Services Director, Agriculture at Barchart, "It has been a privilege helping them with their market data solutions for over a decade and watching them succeed," added Bottoms.

CPM feels content knowing that the data their clients count on is being supplied by a provider they truly trust, that it's delivered flexibly, and they feel confident that they will be able to serve and support their clients for years to come. To learn more about CPM, please visit www.centralplainsmilling.com.



Barchart is a leading provider of market data and services to the global financial, media, and commodity industries. Our diversified client base trusts Barchart's innovative Solutions across data, software, and technology to power their operation from front to back office, while our Media brands enable financial and commodity professionals to make decisions through web content, news, and publications.